Deep Link Guide

# Search Results Page

Build a Search Results Page link when you want to send customers to a list of properties

1. within a certain **city**
2. nearest to an **airport**
3. near a **landmark**

## City

**Basic link structure**

http://www.travelnow.com/templates/84505/hotels/list?targetId=AREA-XXXXX%7Ccities

Replace XXXXX with a city’s EAN destination ID, as found in the [Destination Detail database](https://www.ian.com/affiliatecenter/include/Destination_Detail.zip).

**Sample basic link (Denver)**

<http://www.travelnow.com/templates/84505/hotels/list?targetId=AREA-010e70df-c8af-47e0-a6fe-693b22b6395c%7Ccities>

City Search Results Page links support further customization – please refer to the Appendix for detailed information.

## Airport

**Basic link structure**

http://www.travelnow.com/templates/84505/hotels/list?targetId=AIRPORT-XXXXX%7Cairports

Replace XXXXX with an airport’s EAN destination ID, as found in the [Destination Detail database](https://www.ian.com/affiliatecenter/include/Destination_Detail.zip).

**Sample basic link (Denver International Airport)**

<http://www.travelnow.com/templates/84505/hotels/list?targetId=AIRPORT-8a78c272-6722-436e-8298-235d42de6378%7Cairports>

Airport Search Results Page links support further customization – please refer to the Appendix for detailed information.

## Landmark

**Basic link structure**

http://www.travelnow.com/templates/84505/hotels/list?targetId=AREA-XXXXX%7Clandmarks

Replace XXXXX with a landmark’s EAN destination ID, as found in the [Landmark database](https://www.ian.com/affiliatecenter/include/Landmark.zip).

**Sample basic link (Denver Botanic Gardens)**

<http://www.travelnow.com/templates/84505/hotels/list?targetId=AREA-5861b2f1-7a80-4903-ae3e-1bf325533a33%7Clandmarks>

Landmark Search Results Page links support further customization – please refer to the Appendix for detailed information.

# Hotel Details Page

Build a Hotel Details Page link when you want to send customers to a page dedicated to a single property.

**Basic link structure**

http://www.travelnow.com/templates/84505/hotels/XXXXX/overview

XXXXX is the EAN hotel ID, as found in the [All Hotel Active database](https://www.ian.com/affiliatecenter/include/Hotel_All_Active.zip).

**Sample link (The Venetian)**

<http://www.travelnow.com/templates/84505/hotels/147594/overview>

The link above sends customers to the Summary tab. Linking directly to other tabs is possible as well.

**Photos** – <http://www.travelnow.com/templates/84505/hotels/147594/photos>

**Virtual Tours** – <http://www.travelnow.com/templates/84505/hotels/147594/tours>

**Location** – <http://www.travelnow.com/templates/84505/hotels/147594/locations>

**Rooms & Rates** - <http://www.travelnow.com/templates/84505/hotels/147594/rooms>

Hotel Details Page links support further customization – please refer to the Appendix for detailed information.

# Appendix

## Variable Overview

Customizing the inventory on the Chameleon pages is as simple as appending variables to the sample links provided above. A quick summary of each variable:

**&checkin, &checkout** – The dates the customer will check-in and check-out of the hotel; including these variables within a link returns actual availability and pricing to the customer.

**&currency –** Ensure pricing displays in a specific currency.

**&destination** - Override the text displayed within the “Results For” field.

**&deepLinkHeaderText** – Add custom text near the top of a Hotel Details Page.

**&filter –** Limits search results to meet very specific criteria (for example, only 3-star properties and above).

**&lang –** Ensure page text displays in a specific language.

**&roomsCount, &rooms –** Define the number of rooms, and number of adults and children (and child ages) for each room.

When certain variables are not defined or present within a link, the system assigns default values and behavior.

* If check-in and out dates are not specified within a Search Results Page link, Chameleon returns a list of all properties in a city, nearest to an airport, or near a landmark.
* If the currency is not specified within the link, the appropriate currency is assigned based on the customer’s IP address.
* If the language is not specified within the link, Chameleon displays text in the customer’s preferred language as defined within their browser settings.
* If a sort filter is not specified within the link, Chameleon assigns Our Recommendations as the sort.
* If the number of rooms is not specified within a link, Chameleon assumes 1 room.
* If the number of adults is not specified within the link, Chameleon assumes 2 adults
* If the number of children is not specified within the link, Chameleon assumes 0 children.

## Variable Details

### &checkin, &checkout

The dates the customer will check-in and check-out of the hotel; including these variables within a link returns actual availability and pricing to the customer. The date format should be MM/DD/YY, and use %2F in place of the forward slash (for example, February 15 2012 is expressed as 02%2F15%2F12). If the day or month is a single digit, omitting the leading zero is fine.

**Sample link**

[http://www.travelnow.com/templates/84505/hotels/list?targetId=AREA-5861b2f1-7a80-4903-ae3e-1bf325533a33%7Clandmarks**&checkin=12%2F15%2F12&checkout=12%2F17%2F12**](http://www.travelnow.com/templates/84505/hotels/list?targetId=AREA-5861b2f1-7a80-4903-ae3e-1bf325533a33%7Clandmarks&checkin=12%2F15%2F12&checkout=12%2F17%2F12)

### &currency

Chameleon displays pricing in the appropriate currency based on the customer’s IP address. Manually override the display currency using a three-letter [ISO 4217 currency code](http://www.xe.com/iso4217.php).

**Sample link**

[http://www.travelnow.com/templates/84505/hotels/list?targetId=AIRPORT-8a78c272-6722-436e-8298-235d42de6378%7Cairports**&currency=BRL**](http://www.travelnow.com/templates/84505/hotels/list?targetId=AIRPORT-8a78c272-6722-436e-8298-235d42de6378%7Cairports&currency=BRL)

### &destination

Override the text displayed within the “Results For” field on a Search Results Page. Use the + symbol for spaces, and the appropriate [ASCII hex values](http://ascii.cl/htmlcodes.htm) (for example, %2C for commas) for non-alphanumeric characters.

**Sample link**

[http://www.travelnow.com/templates/84505/hotels/list?targetId=AREA-1482b38a-da53-40a7-93c7-d40e83ca6a59%7Clandmarks**&destination=Metropolis+%2D+la+casa+de+Superman**](http://www.travelnow.com/templates/84505/hotels/list?targetId=AREA-1482b38a-da53-40a7-93c7-d40e83ca6a59%7Clandmarks&destination=Metropolis+%2D+la+casa+de+Superman)

### &deepLinkHeaderText

Add custom text near the top of a Hotel Details Page. Use the + symbol for spaces, and the appropriate [ASCII hex values](http://ascii.cl/htmlcodes.htm) (for example, %2C for commas) for non-alphanumeric characters.

**Sample link**

[http://www.travelnow.com/templates/84505/hotels/147594/overview?roomsCount=1&rooms[0].adultsCount=1&rooms[0].childrenCount=0**&deepLinkHeaderText=LOOK+MOM%21+custom+text**](http://www.travelnow.com/templates/84505/hotels/147594/overview?roomsCount=1&rooms%5b0%5d.adultsCount=1&rooms%5b0%5d.childrenCount=0&deepLinkHeaderText=LOOK+MOM%21+custom+text)

### &filter

It is possible to alter the search results based on the following filter sub-variables:

* **&filter.amenities**
* **&filter.hotelName**
* **&filter.hotelTypes**
* **&filter.sortedBy**
* **&filter.starRates**

#### &filter.amenities

The amenities filter ensures only properties with a certain amenity are returned on a Search Results Page. When applying more than one amenities filter, only properties possessing all the defined amenities will be listed.

**Sample link**

[http://www.travelnow.com/templates/84505/hotels/list?targetId=AIRPORT-8a78c272-6722-436e-8298-235d42de6378%7Cairports**&filter.amenities=FITNESS&filter.amenities=INTERNET&filter.amenities=RESTAURANT**](http://www.travelnow.com/templates/84505/hotels/list?targetId=AIRPORT-8a78c272-6722-436e-8298-235d42de6378%7Cairports&filter.amenities=FITNESS&filter.amenities=INTERNET&filter.amenities=RESTAURANT)

|  |
| --- |
| ACCESSIBLE\_BATHROOM |
| ACCESSIBLE\_TRAVEL\_PATH |
| BABYSITTING |
| BRAILLE |
| BREAKFAST |
| BUSINESS\_CENTER |
| FITNESS |
| FOR\_DEAF\_EQUIPMENT |
| HANDICAPPED\_PARKING |
| IN\_ROOM\_ACCESSIBILITY |
| INTERNET |
| JACUZZI |
| KITCHEN |
| PARKING |
| PETS |
| POOL |
| RESTAURANT |
| ROLL\_IN\_SHOWER |
| ROOM\_SERVICE |

#### &filter.hotelName

The hotelName filter ensures only properties with certain text in their name are returned on a Search Results Page. Use the + sign where spaces are necessary.

**Sample link**

[www.travelnow.com/templates/84505/hotels/list?targetId=AIRPORT-8a78c272-6722-436e-8298-235d42de6378|airports**&filter.hotelName=Embassy+Suites**](http://www.travelnow.com/templates/84505/hotels/list?targetId=AIRPORT-8a78c272-6722-436e-8298-235d42de6378|airports&filter.hotelName=Embassy+Suites)

#### &filter.hotelTypes

The hotelTypes filter ensures only certain property types are returned on a Search Results Page. When applying more than one hotelTypes filter, properties classified as any of the hotelTypes defined in the link will be listed.

**Sample link**

[http://www.travelnow.com/templates/84505/hotels/list?targetId=AIRPORT-8a78c272-6722-436e-8298-235d42de6378%7Cairports**&filter.hotelTypes=HOTEL&filter.hotelTypes=MOTEL**](http://www.travelnow.com/templates/84505/hotels/list?targetId=AIRPORT-8a78c272-6722-436e-8298-235d42de6378%7Cairports&filter.hotelTypes=HOTEL&filter.hotelTypes=MOTEL)

|  |
| --- |
| ALL\_INCLUSIVE\_RESORT |
| APART\_HOTEL |
| APARTMENT |
| APARTMENT\_CONDO |
| BED\_AND\_BREAKFAST |
| CABIN |
| CHALET |
| CONDOMINIUM\_RESORT |
| COTTAGE |
| GUEST\_HOUSE |
| HOSTEL |
| HOTEL |
| HOUSE\_BOAT |
| INN\_OR\_LODGE |
| LODGE |
| MOTEL |
| OVERWATER |
| PRIVATE\_VACATION\_HOME |
| RANCH |
| RESORT |
| RYOKAN |
| TREE\_HOUSE |
| VILLA |

#### &filter.sortedBy

The sortedBy filter defines the order in which properties are displayed on the Search Results Page. If a sortedBy filter is not specified within the link, Chameleon assigns Our Recommendations as the sort.

**Sample link**

[http://www.travelnow.com/templates/84505/hotels/list?targetId=AIRPORT-8a78c272-6722-436e-8298-235d42de6378%7Cairports**&filter.sortedBy=traveler\_hl**](http://www.travelnow.com/templates/84505/hotels/list?targetId=AIRPORT-8a78c272-6722-436e-8298-235d42de6378%7Cairports&filter.sortedBy=traveler_hl)

|  |  |
| --- | --- |
| our\_rec | Our Recommendations |
| price\_lh | Price (low to high) |
| price\_hl | Price (high to low) |
| stars\_lh | Star Rating (low to high) |
| stars\_hl | Star Rating (high to low) |
| traveler\_hl | TripAdvisor Rating (high to low) |

#### &filter.starRates

The starRates filter determines the minimum star rating for properties displayed on the Search Results Page. The possible values are 1, 2, 3, 4, and 5.

**Sample link**

[http://www.travelnow.com/templates/84505/hotels/list?targetId=AIRPORT-8a78c272-6722-436e-8298-235d42de6378%7Cairports**&filter.starRates=4**](http://www.travelnow.com/templates/84505/hotels/list?targetId=AIRPORT-8a78c272-6722-436e-8298-235d42de6378%7Cairports&filter.starRates=4)

### &lang

Chameleon displays text in the customer’s preferred language as defined within their browser settings. Manually override the language using the values in the table below.

**Sample link**

[http://www.travelnow.com/templates/84505/hotels/list?targetId=AREA-5861b2f1-7a80-4903-ae3e-1bf325533a33|landmarks**&lang=fi**](http://www.travelnow.com/templates/84505/hotels/list?targetId=AREA-5861b2f1-7a80-4903-ae3e-1bf325533a33|landmarks&lang=fi)

|  |  |
| --- | --- |
| ar | Arabic |
| cs | Czech |
| da | Danish |
| de | German |
| el | Greek |
| en | English |
| es | Spanish |
| es\_MX | Spanish (Mexico) |
| et | Estonian |
| fi | Finnish |
| fr | French |
| fr\_CA | French (Canada) |
| hu | Hungarian |
| in | Indonesian |
| is | Icelandic |
| it | Italian |
| ja | Japanese |
| ko | Korean |
| lt | Lithuanian |
| lv | Latvian |
| ms | Malay |
| nb | Norwegian |
| nl | Dutch |
| pl | Polish |
| pt\_BR | Portuguese (Brazil) |
| ru | Russian |
| sk | Slovak |
| sv | Swedish |
| th | Thai |
| tr | Turkish |
| uk | Ukrainian |
| vi | Vietnamese |
| zh\_CN | Simplified Chinese |
| zh\_TW | Traditional Chinese |

### &roomsCount

The roomsCount variable defines the number of rooms the customer wants to book. Customers can book 1-8 rooms online. When using the roomsCount variable, the following must be defined for each room:

* Number of adults
* Number of children
* Ages of children

See the rooms variable below for instructions on passing the number of adults and children (and any child ages) for each room.

### &rooms

The rooms variable supports the following sub-variables:

* **&rooms[X].adultsCount** – The number of adults in room X. Anyone age 18 and up is considered an adult.
* **&rooms[X].childrenCount** – The number of children in room X.
* **&rooms[X].children[X].age** – The age of child X in room X.

The [X] immediately following rooms specifies which room, and the [X] value is 0 for the first room. The second room’s [X] value is 1, the third room’s [X] value is 2, and so on. The [X] immediately following children specifies which child age is being defined. So for a room with two children, the [X] value for the first child is 0, and the [X] value for the second child is 1.

**Sample link 1 – 1 room (2 adults, 0 children)**

[http://www.travelnow.com/templates/84505/hotels/list?targetId=AREA-010e70df-c8af-47e0-a6fe-693b22b6395c%7Ccities**&roomsCount=1&rooms[0].adultsCount=2&rooms[0].childrenCount=0**&checkin=12%2F5%2F12&checkout=12%2F6%2F12](http://www.travelnow.com/templates/84505/hotels/list?targetId=AREA-010e70df-c8af-47e0-a6fe-693b22b6395c%7Ccities&roomsCount=1&rooms%5b0%5d.adultsCount=2&rooms%5b0%5d.childrenCount=0&checkin=12%2F5%2F12&checkout=12%2F6%2F12)

**Sample link 2 – 1 room (1 adult, 2 children - ages 5 and 12)**

[http://www.travelnow.com/templates/84505/hotels/list?targetId=AREA-010e70df-c8af-47e0-a6fe-693b22b6395c%7Ccities**&roomsCount=1&rooms[0].adultsCount=1&rooms[0].childrenCount=2&rooms[0].children[0].age=5&rooms[0].children[1].age=12**&checkin=12%2F5%2F12&checkout=12%2F6%2F12](http://www.travelnow.com/templates/84505/hotels/list?targetId=AREA-010e70df-c8af-47e0-a6fe-693b22b6395c%7Ccities&roomsCount=1&rooms%5b0%5d.adultsCount=1&rooms%5b0%5d.childrenCount=2&rooms%5b0%5d.children%5b0%5d.age=5&rooms%5b0%5d.children%5b1%5d.age=12&checkin=12%2F5%2F12&checkout=12%2F6%2F12)

**Sample link 3 – 2 rooms (3 adults, 1 child - age 3; 2 adults, 2 children – ages 10 and 16)**

[http://www.travelnow.com/templates/84505/hotels/list?targetId=AREA-010e70df-c8af-47e0-a6fe-693b22b6395c%7Ccities**&roomsCount=2&rooms[0].adultsCount=3&rooms[0].childrenCount=1&rooms[0].children[0].age=3&rooms[1].adultsCount=2&rooms[1].childrenCount=2&rooms[1].children[0].age=10&rooms[1].children[1].age=16**&checkin=12%2F5%2F12&checkout=12%2F6%2F12](http://www.travelnow.com/templates/84505/hotels/list?targetId=AREA-010e70df-c8af-47e0-a6fe-693b22b6395c%7Ccities&roomsCount=2&rooms%5b0%5d.adultsCount=3&rooms%5b0%5d.childrenCount=1&rooms%5b0%5d.children%5b0%5d.age=3&rooms%5b1%5d.adultsCount=2&rooms%5b1%5d.childrenCount=2&rooms%5b1%5d.children%5b0%5d.age=10&rooms%5b1%5d.children%5b1%5d.age=16&checkin=12%2F5%2F12&checkout=12%2F6%2F12)

## Variable Matrix

All variables are supported for Search Results Pages, and most are supported for Hotel Details Pages.

|  |  |  |
| --- | --- | --- |
|  | Search Results Page | Hotel Details Page |
| &checkin, &checkout | Y | Y |
| &currency | Y | Y |
| &destination | Y | N |
| &deepLinkHeaderText | Y | N |
| &filter | Y | N |
| &lang | Y | Y |
| &roomsCount, &rooms | Y | Y |